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Voluntary Public

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GAIN Report Number:

Philippines

Post: Manila

Cochran Cold Chain Team Nets Sales

Report Categories:

Export Accomplishments - Events

Export Accomplishments - Marketing, Trade Events
and Shows

Export Accomplishments - Other

Market Development Reports

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Report Highlights:

USDA's Cochran Fellowship Program (CFP) offers training to foreign nationals to help promote agricultural and agribusiness modernization and build trade. FAS/Manila's 2012 CFP on Cold Chain Management is a case in point. Not only did the team meet all objectives in terms of training for participants, long term followup found that at least one participant had contributed materially to the expansion of domestic cold chain capacity, and purchased in excess of \$4.2 million in U.S. products over the past year.

General Information:

For the Philippines, cold storage and logistics remains one of the key barriers, both to imports of high quality perishable products such as meat and fruit, as well as to the Philippines' own food systems. To help support the development of modern food logistics in the Philippines, FAS/Manila organized a Cochran Fellowship team to bring key movers in the domestic cold chain industry to the U.S. to learn about cold chain standards and practices in the U.S., with an eye to improving service in the Philippines. This eleven day program took place in September, 2012, with funding from USDA's Cochran Fellowship Program.

Long term followup with one of the participants revealed that, with the training he received, he was able to expand his company's cold handling capabilities, adding a distribution hub in a key second-tier market. As an additional benefit, he was able to add additional business importing frozen potato products, poultry and chocolate coatings amounting to \$4.2 million per year. The participant cites the Cochran training as a benchmark for his company's current operations. Note that this is based on feedback from a single participant – FAS/Manila is following up with other participants in the program as well.